

# Identity Guidelines



**AAPP**  
Australian Antarctic  
Program Partnership

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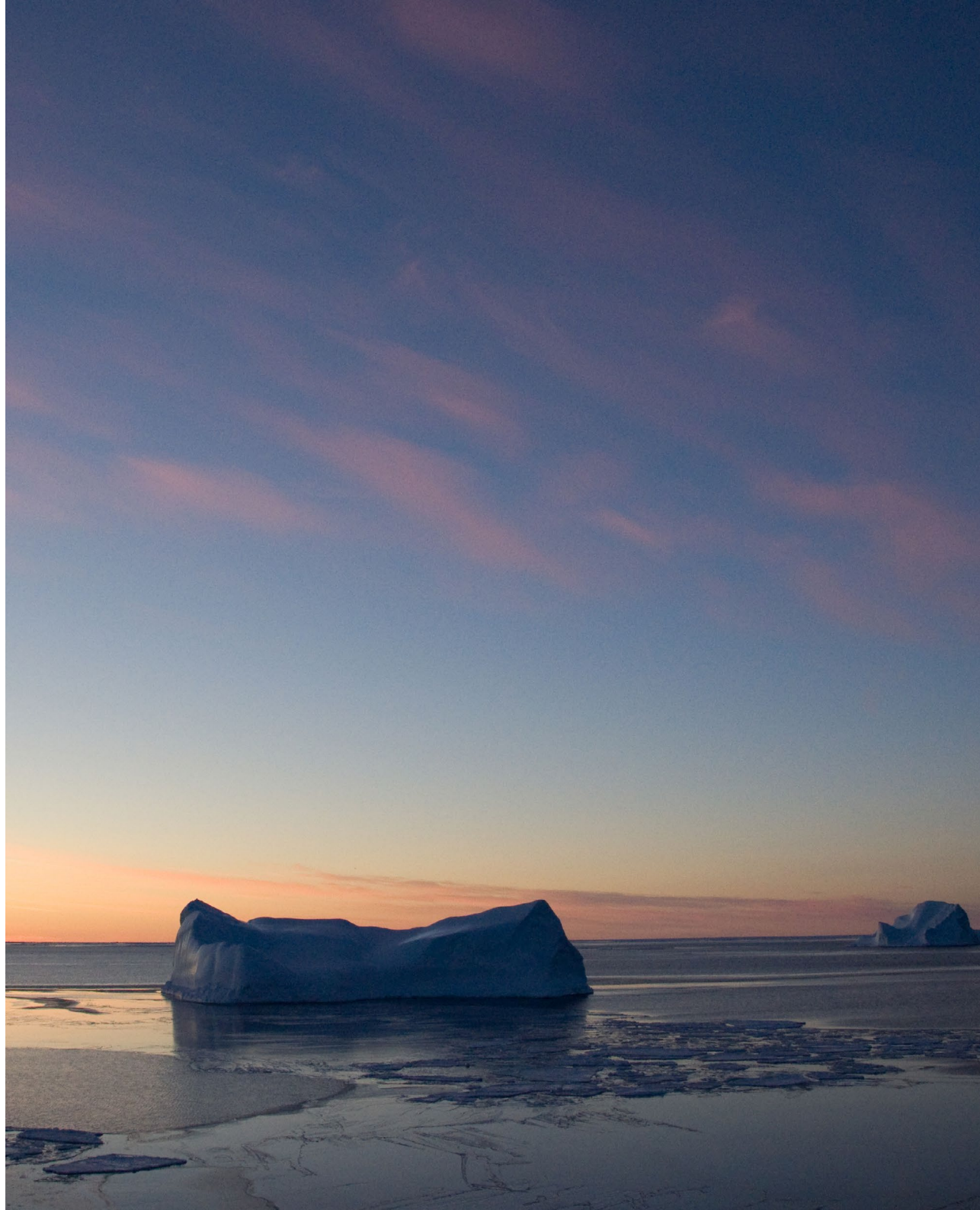
# OVERVIEW

Defining the core identity of the Australian Antarctic Program Partnership (AAPP), this identity guide aims to help build and maintain a consistent and recognisable brand, while showcasing the work of AAPP.

As an internationally recognised organisation, accurate brand presentation is critical, therefore the following guidelines and rules have been established.

We ask that where these rules exist they are followed carefully so brand recognition is maintained through consistent application and high quality design. It's important that everyone who creates design work with the AAPP has a clear understanding of the identity guidelines.

To ensure accurate reproduction of the AAPP's visual identity, master artwork and templates exist for the core identity assets.



## PRIMARY LOGO

The AAPP logo emulates a water ripple formed in the shape of the Antarctic continent. It's spreading rings represents the expanding insight and knowledge obtained via AAPP's research.

Additionally, the concentric line work represents the AAPP's 3 core scientific themes joined by the continent in the center.

The radial gradient emulates the transition from sea ice to surrounding ocean, with the serif type lockup contributing a classic element that juxtaposes the modern emblem.

**The AAPP logo is the key visual representation of our identity. Use of the primary logo is preferred on all collateral created.**



Colour Positive



Colour Inverted



Greyscale



Mono Positive



Mono Inverted

## SECONDARY LOGO

Use the secondary logo when space is limited.

The primary logo is the preferred logo on all AAPP collateral. Only use the secondary logo where space constraints prevent you from using the primary logo.

## VARIATIONS AND USAGE

The logo should primarily be used in its full colour format (either primary, secondary or inverted form). Other variations can be used as follows:

### Placement

The preferred placement of the logo (primary or secondary) is either the top right hand side or the bottom left hand side - [see Graphics pg.10](#)

### Within Holding Shape

The logo may be used in conjunction with the AAPP "U" holding shape - [see Holding Shapes pg.10](#)

### Greyscale

- Use greyscale logos when you can't print colour.
- When production constraints prevent full-colour reproduction.

### Mono

- Use mono logos when you can't print colour
- When production constraints prevent full-colour reproduction.
- When you have already introduced the colour version - you may use a mono logo wherever the colour logo already appears elsewhere in a publication or on collateral.

For example: where a colour logo appears on a cover of a publication, you may use a mono logo on the contents page because we have already introduced our colour version

All logo versions used should be provided by and approved by AAPP before publication.



Colour Positive



Colour Inverted



Greyscale

Mono Positive



Mono Inverted

## CLEARSPACE

The AAPP logo must always be clearly identified on all material and protected by clearspace.

Clearspace is the area around the logo which must be kept free of other graphic devices, type and complex photographic elements.

The AAPP logo's clearspace is determined by the height of the logo's subtext, as shown here. There must always be at least this much space (scaled) between the logo and the edge of the page or other graphic elements.

Other graphic elements should never impede within the clearspace as this may hinder the legibility of the logo.





## INCORRECT USE

It is important that the logo appears in a consistent manner across all collateral and communications.

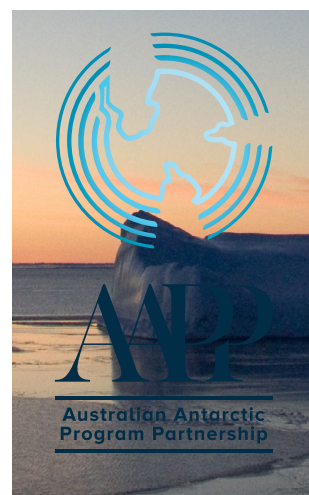
A collection of logos has been specially created for use. Always use an original logo file and never redraw or distort the logo. This page shows what **NOT** to do with the logo.

All logos used should be provided by the AAPP and approved by AAPP before publication

**DO NOT** separate text from emblem

**DO NOT** outline or use any effects such as drop shadows on the logo

**DO NOT** rotate the logo



**DO NOT** stretch the logo

**DO NOT** use the logo over a background that compromises its legibility

**DO NOT** change the colour of the logo



## MINIMUM SIZE

To maintain the legibility and reproduction quality of the logo, it must never be reproduced smaller than the minimum sizes shown.

It is important to ensure clear recognition of AAPP logos in all media. The specifications here show the minimum recommended size for how small the logos can be before they start to become difficult to recognise.

### Exceptions

In some cases the logo may need to be reduced further than the recommended minimum sizes shown here. For example on merchandise items such as pens, pins or USB flash drives.

**Note:** If there are particular applications where you need the logo smaller contact AAPP for approval.

## PREFERRED SIZE

Logos work best when they are proportionally scaled to the format they are use on.

We have identified preferred sizes for the AAPP logo for the most standard formats (A5, A4 and A3).

### Primary Logo:

**A5:** width = 18mm **A4:** width = 25mm

**A3:** width = 36mm

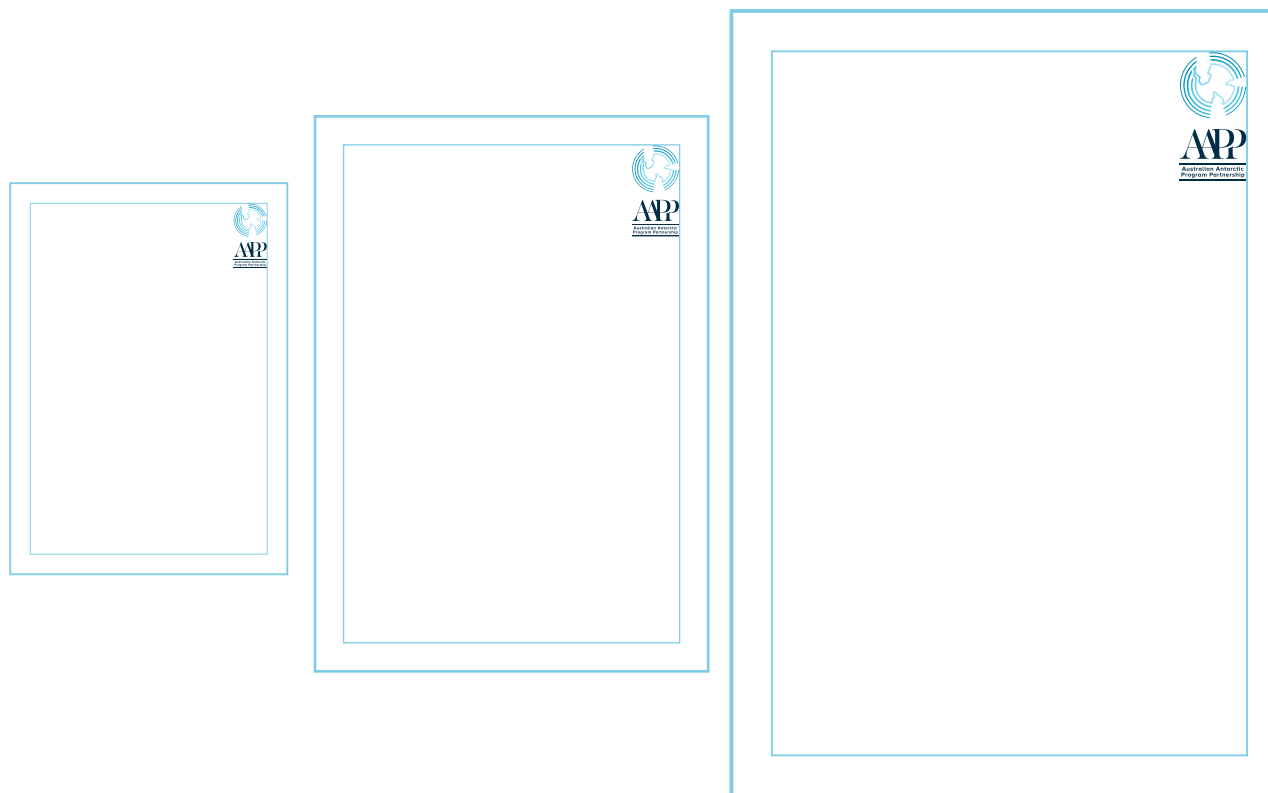
### Secondary Logo:

**A5:** width = 38mm **A4:** width = 54mm

**A3:** width = 76mm

### Other Formats:

Use these proportions as a guide for sizing logos on formats other than those shown here.





## PARTNER LOCKUP

The partner lockup acknowledges AAPP's partner organisations and legally must be featured on all publicly available collateral, both print and digital.

The partner lockup may be used in either portrait or landscape orientations, as is appropriate to the given project.

If you are unsure if the partners lockup is required, please check with AAPP.



## COLOUR PALETTE

The use of our colour palette creates a consistent look across AAPP collateral.

### Primary

The primary identity colour for AAPP is Abyssal (#012d47). It is used as the dominant colour throughout the identity, for example; coloured pages/backgrounds, text and in place holders.

### Secondary

The secondary colours, Glacial (#0099cd), Bergy Bits (#b2e2f4) and Jet Black (#000000) in addition to white, are used to provide contrast to the primary identity colour.

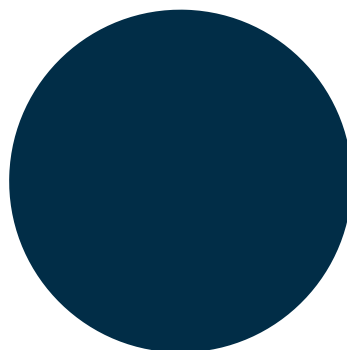
These can be used to create graphic elements however should not exceed more than 50% of the relative free space of the page (e.g. secondary colours should never be used to create large sections of block colour such as backgrounds).

For use of secondary colour with typography - [see Typography pg.8](#)

### Colour Specs

All necessary specifications have been given for all colour variants for both print and electronic media applications. These include Pantone® (PMS), CMYK, RGB and HEX. Spot colours should be specified, whenever possible, when used in print application.

**NOTE: The colours displayed on this page are approximate and should not be used for accurate colour matching.**

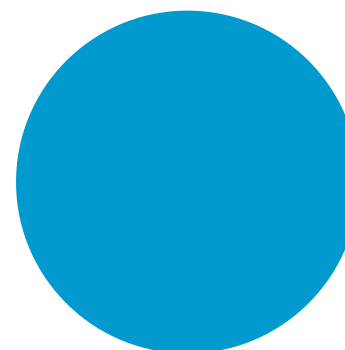


Primary:  
ABYSSAL

Pantone 7463 C

C	M	Y	K
100	78	46	46
R	G	B	
1	45	71	

Hex # 012d47

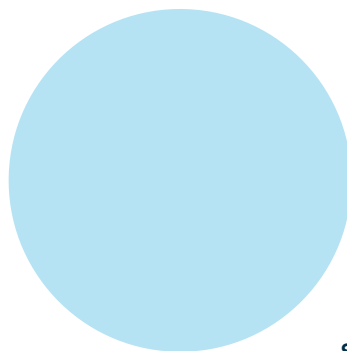


Secondary:  
GLACIAL

Pantone 639 C

C	M	Y	K
78	24	5	0
R	G	B	
0	153	206	

Hex # 0099cd

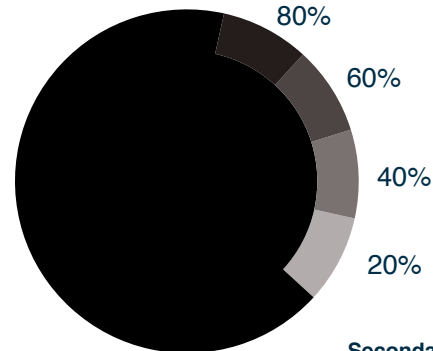


Secondary:  
BERGY BITS

Pantone 635 C

C	M	Y	K
27	0	2	0
R	G	B	
181	227	244	

Hex # b2e2f4



Secondary:  
JET BLACK

Pantone Black 6 C

C	M	Y	K
75	75	75	75
R	G	B	
0	0	0	

Hex # 000000

## TYPOGRAPHY

### Primary Typeface

The primary typeface family chosen to represent AAPP is Helvetica.

Using this typeface consistently across all collateral is an important part of reinforcing the visual language of AAPP.

**NOTE: If a user does not have access to/or does not own a license for Helvetica, then the typeface “Arial” may be used as a substitute.**

### Web Typeface

Futura is the Web typeface. This should be used on the AAPP website and digital collateral where font choice is possible.

### Type Weight and Point Size

Preferred weights, point size and hierarchical use are outlined on this page however any weight variants of the typefaces are acceptable to use if required and approved by AAPP.

In the case of digital collateral, it may be appropriate to use point sizes not specified here for legibility purposes, for example using larger type in PowerPoint presentations. If you are using alternate point sizes, use this page as a guide to keep hierarchical and stylistic consistency with the AAPP Identity.

### Type Colouring

All typography should be coloured using the Abyssal (#012d47) from the identity colour palette or white if on an inverted background (e.g. Abyssal is used as a background). The secondary identity colours can be used to highlight sections of text or emphasise links (electronic media).

## PRIMARY TYPEFACE

### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !”@ \$%&/()=?

## WEB TYPEFACE

### Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !”@ \$%&/()=?

## HELVETICA BOLD

( Heading 1 - Text Feature 26pt )

### HELVETICA BOLD

( Heading 2- Regular Heading 14pt )

#### Helvetica Bold

( Sub Heading - 10pt )

Helvetica Regular

( Body Copy - 9pt )

*Helvetica Oblique*

( Body Copy / Quotation - 9pt )

## FUTURA BOLD

( Heading 1 - Text Feature 40px )

### FUTURA BOLD

( Heading 2- Regular Heading 24px )

### Futura Bold

( Heading 3 - 24px )

### Futura Bold / Book (faux bold)

( Heading 4 / Sub Heading / Body Copy Feature 16px )

Futura Book

( Body Copy - 16px )

*Futura Book Italic*

( Body Copy / Quotation- 16px )

## FORMATTING RULES

In conjunction with consistent typography, it is also essential to follow these formatting rules when creating collateral for AAPP.

### Margins

Margins should always be a minimum of 15mm.

### Spacing

See this page for spacing relevant to the typography hierarchy outlined in the typography section of this guide. The general rule for spacing is using a 2:1 ratio (eg. 2mm above / 1mm below). You can use this as a guide if you are using custom point sizes - [See Typography pg.8](#) for more on custom type point sizes.

### Line-height

Line height is also dependent on the point size of the typography. The heights given are relevant to our preferred point sizes, however they can be used as a guide if alternate point sizes are being used. The general rule for line-heights is that they are 2pt more than the point size you are using.

### Alignment

It is preferred that all text is left aligned, however if/when this doesn't suit the application other alignment is acceptable as long as it is used consistently throughout the given project.

### Exceptions

Any exceptions to the above rules should always be confirmed by AAPP before publication.

#### SPACING

Heading - 3mm

Sub Heading - 2mm

Paragraph - 3mm

Sub Heading - 2mm

Line-height - 10.8pt

# HEADING

## HEADING 2

### Sub Heading

Sed quide earum voluptas accumque et fugit fuga. Eni-hici aectemp edictur isquos voluptatur, que pra se perum fuga. Itata venihitam, quidelit, que quatenitium ilibus dolut ab illit voloreritate nobita simi, con cus ex

everiori aliqui odipsusam repudant porehen imusant quibusam quasincid moloruptas demostios minument.

Nos exera volorat aspicipsaped ut ut fuga. Ut quis velibus, estis et quo eumetus dunt es esequas rem.

### Sub Heading

Coreptas esciani squiaes tempore pa velicaturiae adic toreperro omnisciis evelest vellaut aute volor molorro restia dem inctiam vendent ab illa ne nis ium, quunt

as molora abo. Nequatem fugitat abor ra doluptis est, conectento blaut et que volore landucim sum eum qui-antium sitiass imintius accum veliqua tibus, vendaepedi alique volo intotam es millore pelenihit voluptat omnimpe ribusam il magnis non conessum sus dit labo. Lorum

MARGIN  
15mm

## GRAPHICS

### Imagery

Photography is to be used as the main imagery medium. Stock photography may be used though it is preferred that the photo library created by AAPP containing professional and approved photos be used.

All imagery used should be approved by AAPP and accurately represent the research that AAPP conducts. Any imagery used should be provided from AAPP or if stock imagery is used, approved before publication. All Images provided by AAPP must be properly credited to the photographer / owner of the image.

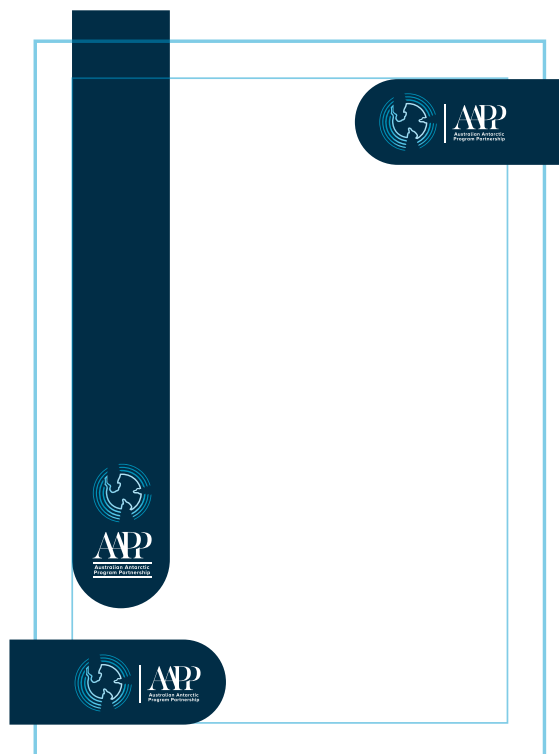
It is preferred that imagery isn't used directly behind written content as this may cause issues with legibility. Exceptions to this should be approved by AAPP before publication.

### Holding Shapes

Circular holding shapes may be used to feature content and may be filled with either imagery, text or a block colour. It is advised that these are used sparingly to maintain a clean and professional look.

The custom AAPP "U" holding shape may also be used in the same manner.

This shape may also be used in conjunction with the AAPP logo. When doing this the logo must be placed as shown here, with the holding shape ending off the page edge.



## ICONS

Icons may be used across both print and digital AAPP collateral. They may be used individually or with a circular holding shape.

Icons must be consistent in size and style. Icons should feature in white or Abyssal (#012d47) from the identity colour palette.

If new icons are created they should be approved by AAPP and added to the AAPP icon library.



